

# Facebook “Fun”damentals & Twitter Twuths

Summer Institute 2012: Hard-wired to connect

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## Introduction

- Why should Catholics participate in the world of social media?
  - Pope Benedict XVI: online social networks can help spread the Gospel
  - Message for 43<sup>rd</sup> World Communications Day: Pope Benedict encourages Catholics to boldly enter the “digital continent”
  - Warns that using new media to spread the faith “requires a profound knowledge of this world if the technologies are to serve our mission adequately.”
  - Social media: the “Virtual Areopagus” according to Father Robert Barron (rival philosophical and religious ideas are advertised and debated) from “The Church & New Media, Brandon Vogt, p. 43

## Before we dive in

- Mission statement/Digital manifesto: outline your organization's goals. Assess your audience; be mindful of them. Act with intention.
- Code of conduct/comment policy: create a set of guidelines for visitors to your site. This should be shared publicly on the site.
- Refer to the diocesan social media policy:
  - Pastor/principal must give expressed, written consent
  - Each site must have two site administrators who have been screened and had background checks to post, monitor the site and respond to comments/questions on a timely basis.
  - Social media sites must be created under the name of the organization (parish/school); personal sites, email addresses may not be used.

## What is social media?

- User generated content
- Some social media technologies: blogs, picture and video sharing sites, wall posts, email, im, music sharing, etc.
- Responses to "what is social media"
- Stats about who's using social networking sites (SNS).
- The kicker: The Church & Social Media: CARA

## Facebook 101

- What is Facebook? (Let's take a look)
  - Social networking site launched in 2004 with more than 900 million active users, more than half of whom use Facebook on a mobile device.
- What is a Facebook page?
  - Pages allow organizations, businesses, brands, and celebrities to connect with people on Facebook. Administrators can post information and news feed updates to people who like their pages.

## Facebook 101

- Helpful lingo
  - **Admins** - people who create and manage activity in groups and pages
  - **Likes** (also Friends) – Individuals/organizations who have followed you by clicking the “Like” button on your page in order to view your content, connect with information they care about and engage in conversation
  - **News feed** – ongoing list of updates on your home page that shows you what's new with the pages you follow
  - **Status update** – a location on your Facebook page to post short notes, the latest news, photos, share resources
  - **Tag** - links a person, page, or place to something you post, like a status update or a photo.
  - **Timeline** – collection of the photos, stories, and experiences that tell your story.
  - **Wall** – a virtual message board on Facebook where friends/fans type messages, comment on posts and photos, videos and status updates

## What do I need to get started?

- Existing Facebook account or an email address (username) and password. Recommend using professional email address.
- Facebook profile picture and cover photo (branding).
  - Selecting/changing
  - Sizing
- Basic data about your organization (about, name, address, phone, email contact, web address, etc.)
- Register the site
- Like your page
- Invite others to your Facebook page

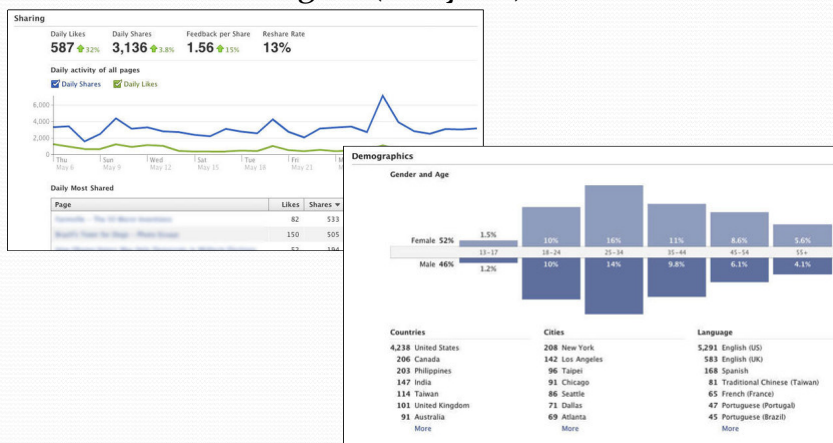
## Best Practices

- Create an editorial calendar – helps manage upcoming initiatives & aligns with your events calendar.
- Promote your presence – staff email signatures, announcements, parish bulletin, school newsletter email blasts (Constant Contact/Mailchimp), link from your website, invite friends through FB & using your existing email contacts



## Best Practices - Analytics

- Use Facebook Insights (analytics)



## Best Practices - Analytics

- Insight information is exportable – use it to create reports with charts in Excel format (see HubSpot)
- What to pay attention to:
  - **Lifetime Total Likes:** This is the number of people who have liked your page by that day. This is an important figure for observing how your content posting is translating into more attention and more people liking your page, letting you know they want to receive your content.
  - **Friends of Fans:** This is the fans of all the lifetime likes listed above (AKA all the people who could possibly see your content). This is your pool of people who will potentially see what you're posting.
  - **Page Consumption:** While this metric sounds exactly the same as the one above, it's even better. This data point doesn't focus on the number of people who consumed your content, but rather the number of **total page consumption**. One "consumer" could be consuming more than one post on your page, so this metric would count those two clicks as two clicks rather than one click from "one consumer" as in the metric above. This is what you want. You want to know that, of the content you are posting, how much of it is actually being consumed -- actually being clicked. (from HubSpot)

## Best Practices - Engagement

- Engage – pose questions, use FB polls, share content, like other pages, like/comment on other posts (newsfeed); tag other pages in your posts; link to web content (your own and others), other online content - use links to pdf's sparingly; shorten website links to streamline posts and conserve characters (bit-ly and tiny url)
- Building your newsfeed – each time you “Like” an organization's page, its posted content will appear in your newsfeed.
- Site administration - Develop a professional page on Facebook (separate from your personal page) from which you administer the site.

## Best Practices

- Make the time commitment – post at least weekly
- Remember your site and its content are public
- Monitor content, respond in an appropriate and timely manner – link FB activity to your email account or use social media management tools
  - Social media response flow chart
- Be adventurous, have fun, keep learning. Remember it's about connection and interaction.

## Content

- Four basic categories of content: Educational | Community connection | Resource for information | Audience engagement
- Miscellaneous content
- Multimedia – photos, video

## Frequency

- When to post
  - If posting once per day, alternate timing between early morning and late afternoon/early evening every other day or every other week
  - If you post twice per day; post once in the early morning and toward the end of the day
- Social Media Management Tools
  - There are a number of free online resources that provide the ability to schedule Facebook posts and Tweets in advance. Examples include [Hootsuite](#) (for FB & Twitter)(note: tagging is not possible while using this resource, best if used for posts that are less complex) & Tweetdeck
  - These sites also allow you to:
    - Monitor, manage multiple social profiles from a single location
    - Arrange feeds
    - Track mentions, view lists, favorites,



## Timing

- Though studies have shown that content posted in the early morning has the highest user-engagement rate, there are generally three peaks during the day:
  - Early morning (7-9 a.m.)
  - After school/work (4-6 p.m.)
  - Late at night (11 p.m. – 12 a.m.)
- According to Media Buddy, Thursdays and Fridays have 18 percent more engagement than other days of the week.
- Reference Facebook Insights as well to determine particular days on which engagement increases.

## Writing

- Be fair, accurate and honest – authenticity, credibility are key
- Be concise – posts with 80 characters or less garner 27% more engagement than posts with more than 80 characters (Media Buddy)
- Keep it simple – avoid jargon & tech terms, use simple language
- Converse with your readers; explicitly ask for feedback. Once you've started a conversation, join it. Thank people for their feedback.
- Write for your real audience
- Always proofread your work before making it social!



## Building your Audience

- Externally promote your social media presence
  - Email signatures
  - Print publications
  - Marketing materials
    - Website, email blasts, brochures and other printed materials
  - Media communications
    - News releases and advisories, fact sheets
- Internal promotion
  - Encourage staff members, parishioners, parents to like and support your Facebook page

## Twitter 101

- What is Twitter? (Let's take a look)
  - Social networking site and microblog through which users send and read text-based posts of up to 140 characters known as "Tweets" – short bursts of information.
  - Launched in July 2006, Twitter now has over 140 million active users.
  - Tweets are publicly visible; however, senders can restrict message delivery to just their followers. Users can tweet via the Twitter website, compatible external applications (such as for smartphones), or by Short Message Service (SMS).
  - Users may subscribe to other users' tweets – this is known as following and subscribers are known as followers or tweeps (Twitter + peeps). Users may also tweet at other Twitter users.
  - Twitter allows users the ability to update their profile by using their mobile phone either by text messaging or by apps released for certain smartphones / tablets. (from Wikipedia)

## Twitter 101

- **Helpful lingo**

- **Follow** - To follow someone on Twitter is to subscribe to their Tweets or updates on the site.
- **Hashtag** - Used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages. (#catholic, #awkcatholicmoment, #happyfathersday, #religiousfreedom)
- **@** - Used to call out usernames in Tweets, like this: Hello @Twitter! When a username is preceded by the @ sign, it becomes a link to a Twitter profile.
- **Activity** - Lives in the "Discover" tab. Activity is a real-time dashboard to view what the people you're following are up to on Twitter. You can view Tweets they've favorited, subscribers they've followed and discover other good content on Twitter.
- **Tweet** - A message posted via Twitter containing 140 characters or fewer.
- **Retweet** - When you see a Tweet by another user that you want to share, click Retweet below it to forward it to your followers instantly. (consider Retweet when creating Tweets, conserve characters)
- **Who to follow** - Twitter accounts suggested for you based on who you follow and more.
- **Trending Topic** - A subject algorithmically determined to be one of the most popular on Twitter at the moment.

## What do I need to get started?

- Username, email address and password (suggest UN that contains parish or school name)
- Profile picture, organization name, web address
  - Twitter supports JPEG, GIF, and PNG images
  - Sizing (no more than 700k – a little less than one meg)
- Run through setup (Mobile, Notifications, Profile, Design, Apps)
- Twitter Help Center – informative, user-friendly

## Best Practices

- Build your following, reputation and follower's trust with these practices:
  - **Share** - Share photos, video. Even better, give a glimpse of developing projects and events. Users come to Twitter to get and share the latest, so give it to them!
  - **Listen** - Regularly monitor the comments about your parish/school. (Email notifications, Tweetdeck)
  - **Ask** - Ask questions of your followers to glean valuable insights and show that you are listening.
  - **Respond** - Respond to compliments, questions and feedback in real time.
  - **Demonstrate wider leadership and know-how** - Reference articles and links about the bigger picture as it relates to your area of expertise, catechesis, formation, Catholic school education, etc.
  - **Champion your stakeholders** - Retweet and reply publicly to great tweets posted by your followers.
  - **Find your voice** - Twitter users tend to prefer a direct, genuine, and of course, a likable tone.

## Content

- Tweet a variety of sources. This has equally contributed to increased engagement on Twitter. This means, the more varied the destinations of your links, the more trust you can build among your followers. If all you do is send tweets to your own blog or products, followers gradually drop off and stop clicking through.  
(Mashable)
- Provide links to content on your website, to photos, videos, blog sites, news items and other interesting content.
- Retweet content you find interesting to your followers.



## Timing & Frequency

- When is the best time to Tweet is a difficult question to answer. There are a variety of sites that can assist you in determining this, but here's a guide that you may find helpful: [Media Bistro](#)
- Frequency of tweeting is nearly as important as timing. If you can consistently and regularly post 5-10 tweets with valuable content, well-spaced throughout the day, you will achieve maximum impact. (Mashable)

## Building your Following

- Externally promote your social media presence
  - Email signatures
  - Print publications
  - Marketing materials
    - Website, email blasts, brochures and other printed materials
  - Media communications
    - News releases and advisories, fact sheets
- Internal promotion
  - Encourage staff members, parishioners, parents to follow your organization on Twitter



## Building your Following

- Make your organization Twitter account public so people can easily find you.
- Find and follow others - It's best to begin your journey by finding and **following** other interesting Twitter accounts. Look for organizations and individuals with something interesting to say, public service accounts, people you know, or news sources you read. **Tip:** One great way to find more interesting accounts is see who those you know or admire are following. Also, just because someone follows you, doesn't mean you have to follow them back.
- Pay attention to what's happening - Messages from others you follow will show up in a readable stream on your Twitter homepage. Once you've followed a few people, you'll have a new page of information to read each time you log in. Click links in others' Tweets to view images they've linked to. Click hashtagged keywords (#) to view all Tweets about that topic. (Twitter Help Center)
- Get to know your followers - Peek at your new list. Reply to someone. Retweet a post. Be helpful in some way. Respond when they ask their followers a question. (Momcomm)

## In closing

- “Social media is all about relationships, community and content. There is collective hunger out there that cannot be satisfied. Too many people are focused on picking up the crumbs under the table. The Church has a great opportunity here “to bring a soul to the fabric of communications that makes up the Web” and to whisper that ‘God is near; that in Christ we all belong to one another’” (Benedict XVI, Address to the Roman Curia, Dec. 21, 2009).